

Table 12a

Strategic importance of expanding into new geographic regions, by selected company characteristics and innovation status: 2001

(Frequency)

Characteristic	Total	Importance			Nonresponse
		No or little	Moderate	Great	
All companies.....	72,400	18,000	32,700	21,300	S
IT.....	9,700	1,800	4,600	3,200	S
Manufacturing.....	3,000	600	1,400	1,100	S
Communication.....	1,600	300	800	500	S
Computer related services.....	5,100	900	2,400	1,700	S
Non-IT.....	62,700	16,200	28,000	18,100	S
Manufacturing.....	39,300	9,000	18,300	11,800	S
Transportation & public utilities.....	8,500	2,100	4,100	2,200	S
Finance, insurance & real estate.....	11,900	4,400	4,400	3,100	S
Engineering & AAB services.....	2,900	700	1,200	1,000	S
By revenue size					
\$2.5M to \$4.9M.....	26,500	7,300	11,700	7,400	S
\$5M to \$9.9M.....	17,800	4,800	8,000	5,000	S
\$10M to \$24.9M.....	16,100	3,400	7,600	4,900	S
\$25M to \$50M.....	6,000	1,400	2,800	1,700	S
Above \$50M.....	5,900	1,200	2,500	2,200	S
Innovators ¹	34,400	6,900	15,300	12,100	S
IT.....	7,000	1,200	3,300	2,400	S
Manufacturing.....	1,500	200	600	700	S
Communication.....	1,200	200	600	300	S
Computer related services.....	4,300	800	2,100	1,400	S
Non-IT.....	27,400	5,700	12,000	9,700	S
Manufacturing.....	15,300	S	6,700	5,800	0
Transportation & public utilities.....	3,700	S	1,900	1,200	S
Finance, insurance & real estate.....	6,900	2,200	2,700	2,000	0
Engineering & AAB services.....	1,500	300	600	600	S
By revenue size					
\$2.5M to \$4.9M.....	11,400	2,600	5,000	3,700	S
\$5M to \$9.9M.....	8,100	2,200	3,100	2,800	S
\$10M to \$24.9M.....	7,700	1,000	3,600	3,000	S
\$25M to \$50M.....	3,500	S	1,700	1,200	0
Above \$50M.....	3,700	S	1,800	1,500	0
Noninnovators ¹	37,000	10,500	17,200	9,000	S
IT.....	2,600	600	1,300	700	S
Manufacturing.....	1,500	300	700	400	S
Communication.....	400	S	200	100	0
Computer related services.....	800	S	400	S	S
Non-IT.....	34,300	9,900	15,900	8,300	S
Manufacturing.....	23,500	5,800	11,500	6,000	S
Transportation & public utilities.....	4,600	1,500	2,100	900	S
Finance, insurance & real estate.....	4,800	2,200	1,600	1,000	0
Engineering & AAB services.....	1,400	400	600	400	S
By revenue size					
\$2.5M to \$4.9M.....	14,400	4,100	6,600	3,700	S
\$5M to \$9.9M.....	9,500	2,500	4,800	2,100	S
\$10M to \$24.9M.....	8,400	2,400	3,900	1,900	S
\$25M to \$50M.....	2,500	S	S	S	S
Above \$50M.....	2,200	S	S	S	0

¹ Breakdowns by innovation exclude 32 cases, representing 1,100 companies, in which innovator status could not be determined. To be classified as an innovator, the company had to indicate that it had developed a product or process in the past 12 months or believed it would develop a product or process in the next 12 months as a result of IT-based innovation. The survey was conducted during the period July 2001–April 2002.

KEY: IT=information technology; AAB=accounting, auditing, bookkeeping; S=suppressed for reasons of reliability due to receiving less than 20 responses

NOTES: Responses are to question 4b: "On a scale of 1 to 10, where 1 is not at all important and 10 is extremely important, how important is expanding into new geographic regions for your company's growth strategy?" The category "No or little importance" represents a response of 1, 2, or 3 to this question. The category "Moderate importance" represents a response of 4, 5, 6, or 7 to this question. The category "Great importance" represents a response of 8, 9, or 10 to this question. Total nonresponse consists of item nonresponse and don't know responses.

IT is defined as the hardware and software that support the production or use of computer-based information systems, the infrastructure necessary to access such information systems, or data processing services. Companies are classified as IT or Non-IT based on their 4-digit SIC number. IT Manufacturing includes companies with SICs of 3571-3579, 3651, 3661-3679, 3695, 3823-3826. IT Communication includes companies with SICs of 4812-4822, 4832, 4833, 4841-4899. IT Computer related services includes companies with SICs of 7371-7379. Non-IT Manufacturing includes companies with SICs of 2011-3569, 3581-3648, 3652, 3691-3694, 3699-3822, 3827-3999. Non-IT Transportation & public utilities includes companies with SICs of 4011-4231, 4412-4789, 4911-4971. Non-IT Finance, insurance & real estate includes companies with SICs of 6011-6036, 6081-6153, 6159, 6162-6799. Non-IT Engineering & AAB services includes companies with SICs of 8711, 8721.

SOURCE: National Science Foundation, 2001 Information Technology Innovation Survey.